



Dear Partners in Preparedness:

As the New Year approaches, the Federal Emergency Management Agency (FEMA) is asking Americans to make a resolution to be prepared for emergencies this New Year and every year.

Americans who make New Year's resolutions are 11 times more likely to report continued success in achieving a goal than individuals who have not made a resolution, according to the *Journal of Clinical Psychology*. This holiday season, please join FEMA's *Ready* Campaign in promoting *Resolve to be Ready in 2011* and encourage members of your community to make the resolution to put together a family communications plan, and take other simple steps to be prepared. Anyone can log onto www.ready.gov or our Spanish language site, www.listo.gov, to learn more.

Please consider using the enclosed messages to invite your members, employees, constituents, customers, family, friends, and community to make this important New Year's resolution with their fellow Americans. The *Ready* Campaign has provided web banners for your organization's website, posters, sample e-mails, and articles that you can share with your constituents.

The message is important and simple – when you gather with family and friends this holiday season, take a small amount of time to plan for an emergency. Disasters can happen anytime, anywhere. That is why this holiday season, you should *Resolve to be Ready*.

You also can visit www.ready.gov or call 1-800-BE-READY (TTY 1-800-462-7585) to learn more about how to prepare for emergencies and receive free materials, including family emergency plan templates and sample business continuity plans. If you have questions or would like to showcase your organization's involvement in *Resolve to be Ready 2011*, please e-mail ready@dhs.gov. Have a very happy and safe New Year!

Sincerely,

A handwritten signature in dark ink, which appears to read "Rany J. Hadd", followed by a long horizontal flourish.

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SAMPLE IDEAS ORGANIZATIONS CAN USE TO ENCOURAGE EMERGENCY PREPAREDNESS AMONG MEMBERS/EMPLOYEES/CUSTOMERS/CONSTITUENTS/COMMUNITIES

- **Get involved with your community's New Year's Eve celebrations, First Nights, etc.** Many towns across the country host First Nights and other family-friendly New Year's Eve celebrations. These types of events provide a good opportunity for your organization to get emergency preparedness materials and information in the hands of your community members. There are a many ways you can get involved, including: disseminating emergency preparedness information or creating a community sign-up for those who *Resolve to be Ready*. You can even get Rex, the *ReadyKids* mascot, involved! See page 16 for more information on ordering Rex.
- **Encourage people to keep their resolution.** One way to do this is to have people sign cards to pledge to prepare for emergencies this New Year's and prominently display your card at your desk. Also you can post information on the three steps people can take to prepare for emergencies (see poster on page 8) or send them out via e-mail (see sample email on page 9).
- **Display the contents of an emergency kit at your employer's reception desk.** This will serve as a great visual reminder of the importance of emergency preparedness for your employees or office visitors as they come into the establishment. Next to the display, provide handouts of *Ready's* emergency supply kit checklist so that people know how to assemble their own kits.
- **Distribute Family Emergency Plan templates to your neighbors at home and at work.** Emphasize the season's communal focus and encourage your neighbors to plan what they will do in different situations. Printer friendly versions of emergency plans are available on our website and can easily be included in a holiday card or mailer.
- **Include an Emergency Preparedness quiz in your company's year-end newsletter.** The quiz can be included in an e-mail, on your Web site or you could give it to your members, employees or customers at local events. A sample quiz and several kids games are included in this toolkit on pages 19 to 21.
- **Consider weaving a preparedness theme into your organization's holiday events.** If you're hosting a holiday dinner, consider giving each employee a flashlight or NOAA Weather Radio to include in their home emergency supply kit.
- **Plan preparedness programs at your local school.** After winter vacation, January is a great time to work with school officials to make emergency preparedness a part of their efforts. For example, families can be invited to hear from local officials about the school and community emergency plans. Consider having a local first responder teach parents how to assemble an Emergency Supply Kit and develop a Family Emergency Plan.
- **Check on your senior neighbors and those who may need additional assistance.** Seniors and individuals with disabilities may need a little extra help in getting prepared and during a disaster or emergency. Next time you are visiting, tell them about your own preparedness efforts, ask about their needs and how you can help.
- **Partner with an Organization that Works with People with Access and Functional Needs like Seniors, People with Disabilities and Limited English Proficiency (LEP) Populations.** This could

include meal delivery or faith-based organizations to help communicate emergency preparedness messages. Work with your local hospital, mental health center, library, church, community center, independent living center, or nursing home to host a training or event. You can distribute the *Ready* “Preparing Makes Sense for Older Americans” brochure, the *Ready* “Preparing Makes Sense for People with Disabilities and Other Special Needs” brochure, or any of the non-English materials available in our ‘Translations Portal’ www.ready.gov/america/translations/index.html.

- **Spread the Word about Financial Preparedness.** Your organization can help those who rely on Federal benefits learn about safer, more convenient ways to access their money. Switching from paper checks to electronic payment is a simple but significant step people can take to protect themselves before disaster strikes. The **Go Direct®** campaign gives people who have checking or savings accounts a fast, free way to sign up for direct deposit. The **Direct Express®** Debit Master Card gives people without bank accounts a secure, convenient and the U.S. Department of Treasury-recommended way to receive their Social Security payments. Visit www.godirect.org/ for more information.
- **Organize a Scavenger Hunt.** Organize a scavenger hunt at a local community center for kids to search for items that should be included in an Emergency Supply Kit. While the kids are hunting for supply kit items, it’s a great opportunity to hand out Family Emergency Plan templates to their parents and/or caregivers.
- **Plan Preparedness Activities for Scouts and Other Youth Organizations.** Make preparedness a priority throughout the year for scout meetings and activities. Conduct preparedness quizzes, download and create personalized checklists; draft family plans. Girl Scouts can work toward achieving the new Preparedness Patch and Boy Scouts can work toward the Emergency Preparedness Award.

IDEAS FOR UTILIZING NEW MEDIA TO ENCOURAGE PREPAREDNESS

Ready would like to recommend using social media tools to promote emergency preparedness. This can be done in many ways, beginning with a social networking account. You can promote preparedness through your Facebook status or Twitter by using any of our sample tweets in your own updates. *Ready* information can be found on FEMA's Facebook page (www.facebook.com/FEMA) or on the *Ready* Campaign's official Twitter account (www.twitter.com/readydottgov)

Ready offers several widgets which can be posted to blogs, wikis, and company and personal homepages. Our interactive widget provides users with updates on emergency situations, local emergency contact information, an instructional video, emergency kit checklists and guidelines on how to better prepare for an emergency. Users can also access a clickable map to find contact information for state and local government agencies, where they can learn more about specific emergency information in their communities. *Ready* also offers a static widget with links to several of our website key sections at www.ready.gov/america/about/widgets.html



Also available is a program visitors can use to create their own comprehensive Family Emergency Plan. This tool allows users to create a printable plan and share important information with their family and friends. A Quick Share application can be used to help assemble a quick reference list of contact information and a meeting place for emergency situations.

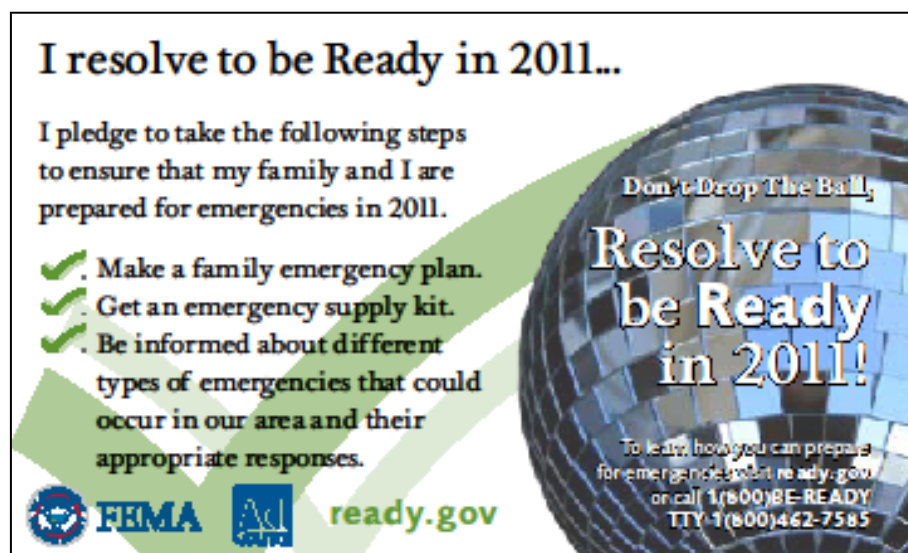
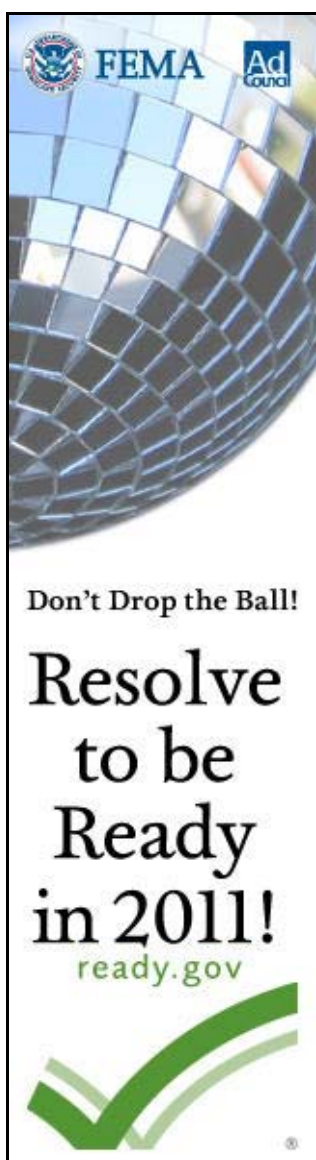
Sample Tweets

1. This Holiday Season, give the gift of peace of mind by getting prepared for emergencies www.ready.gov
2. While winter weather threats vary across the US, everyone should have a basic emergency kit in their car www.ready.gov
3. Water emergencies can cause significant damage when water freezes in & around pipes; do you know how to shut off water valves?
4. Take advantage of the New Year! In 2011, resolve to be prepared for emergencies. Check smoke alarms & put together an emergency kit
5. Have any of the items in your emergency kit expired? This New Year's, Resolve to Be Ready by restocking any items approaching expiration
6. During cold months, keep your car's gas tank at least half full for emergencies. This should keep the fuel line from freezing www.ready.gov

7. Home fires involving holiday trees & other decorations cause an estimated 21 deaths yearly. Learn holiday fire safety <http://go.usa.gov/CvW>
8. Many families use candles during the holiday season, but remember they're never a proper substitute for a flashlight in an emergency kit
9. This New Year's, resolve to update your emergency contact numbers & emergency communications plan www.ready.gov
10. Have an electric garage door opener? Find where the manual release lever is located & learn how to operate it in case your power goes out
11. Does your community have an e-mail or text alert system? Visit your local emergency management Web site to find out <http://go.usa.gov/CHR>
12. Watches = severe weather is possible in upcoming days. Warnings = severe conditions have begun or will begin soon. www.weather.gov
13. Do you want to get preparedness training in the New Year? Find out how at www.citizencorps.gov.
14. Help your community or your office get Ready in 2011. Visit www.ready.gov to get started #preparedness
15. The end of the year is a good time to back up computer files & operating systems, Resolve to Be Ready in 2011 www.ready.gov
16. It's almost the New Year! Don't drop the ball, Resolve to be Ready in 2011 www.ready.gov
17. If you have a plan & get informed, you'll be able to respond with less stress or worry during an emergency. Resolve to Be Ready in 2011!
18. Buy 2 or 3 cans of canned goods when they're on sale. This way you can slowly stock up your emergency kit without breaking your budget
19. Holiday trees & candles bring an increased risk of fire danger. Be smart, stay safe <http://go.usa.gov/CvW>
20. Resolve to Be Ready! Set aside a little \$\$ each week for family emergency supplies, a little money goes a long way! www.ready.gov
21. Your emergency kit should include copies of important documents (SS cards, medical cards, etc.) in a watertight bag, Resolve to Be Ready!
22. During an extended power outage, ATMs & credit card machines may not work. Consider including extra \$\$ in your emergency kit this season
23. What items in your home use batteries? Start a list of battery powered items you own, along with the # & type of batteries required
24. The weather outside may be frightful, but being prepared is so delightful. Resolve to be Ready in 2011 www.ready.gov
25. Flashlights, extra batteries, & a hand-crank radio are great holiday gifts. Learn what else belongs in an emergency kit at <http://go.usa.gov/czw>
26. Doing some holiday shopping soon? Check your emergency kit & restock on any items approaching expiration. www.ready.gov
27. Time with family & friends is a great part of the holidays; let them know if they're part of your emergency contact list
28. This year, give the gift of preparedness. Lithium (or "long life") battery smoke alarms last up-to 10 yrs & should be tested monthly
29. Cooking is the #1 cause of winter residential building fires, help maintain a fire-safe home this season <http://go.usa.gov/Ctg>

DON'T DROP THE BALL, RESOLVE TO BE READY IN 2011 WEB BANNERS AND POSTER

Post any of these materials on your website. Electronic versions are available for download by visiting www.ready.gov/resolve2011



Don't Drop The Ball,



Resolve to be Ready[®] in 2011

Keeping New Year's resolutions can be hard, but emergency preparedness is one resolution that can be easy to keep with **Ready's** three simple steps:

- 1. Make a Family Emergency Plan**
- 2. Get an Emergency Supply Kit**
- 3. Be Informed about the different types of emergencies that could occur in your area and their appropriate responses.**

For more information on how to prepare your family, home and business for all types of emergencies, visit **ready.gov** or call 1 (800) BE-READY
TTY 1 (800) 462-7585



FEMA



ready.gov

SAMPLE E-MAIL ANNOUNCEMENT ENCOURAGING EMERGENCY PREPAREDNESS

Dear **STAKEHOLDERS**:

This New Year's Eve, Americans who make New Year's resolutions are eleven times more likely to report continued success changing a problem than comparable individuals who have not made a resolution, according to the *Journal of Clinical Psychology*. **ORGANIZATION** wants to encourage our **COMMUNITY** to make preparing for an emergency a resolution that is both important and easy to keep.

1. Create a family emergency plan

Your family may not be together when an emergency happens, so it is important to plan in advance: how you will contact one another; how you will get back together; and what you will do in different situations. You can download a family emergency plan template from by visiting www.ready.gov/america/makeaplan/index.html

2. Put together an emergency supply kit

You may need to survive on your own after an emergency. This means having your own food, water and other supplies in sufficient quantity to last for at least three days. Local officials and relief workers will be on the scene after a disaster, but they cannot reach everyone immediately. You could get help in hours, or it might take days. In addition, basic services such as electricity, gas, water, sewage treatment, and telephones may be cut off for days, or even a week or longer. To find a complete checklist of the supplies your household may need in the event of an emergency, visit www.ready.gov/america/getakit/index.html

3. Be informed about the different types of emergencies that can happen in your area and their appropriate responses.

Learn about the hazards that may strike your community, the risks you face from these hazards and your community's plans for warning and evacuation. You can obtain this information by visiting www.ready.gov/america/beinformed/index.html

4. Get involved in emergency preparedness

Visit www.CitizenCorps.gov to find local [Citizen Corps Councils](#), [USAonWatch](#) (Neighborhood Watch) groups, [Community Emergency Response Teams](#) (CERT), [Fire Corps](#) programs, [Volunteers in Police Service](#) (VIPS) programs, and [Medical Reserve Corps](#) (MRC) units. Ask them what you can do to prepare and train yourself and your community for disasters and how to get involved locally.

Contact local chapters of the [American Red Cross](#) and [National Voluntary Organizations Active in Disaster](#) for local disaster preparedness and response service opportunities.

ORGANIZATION encourages you to use these tools to make a New Year's resolution that will bring you and your loved ones some peace of mind.

Sincerely,

NAME

TITLE, ORGANIZATION

SAMPLE EMERGENCY PREPAREDNESS NEWSLETTER/WEBSITE ARTICLE

Include articles about emergency preparedness in your newsletters, local newspaper or on your website. Below is an article that you can use. It should be bylined by Darryl Madden, Director, *Ready* Campaign, and the copy should not be altered.

Additionally, please feel free to use our *Ready* Public Service Announcements (PSAs) in your newsletters. They can be downloaded for free from the Ad Council at: www.adcouncil.tv.

“Don’t drop the ball, Resolve to be Ready in 2011”

Darryl Madden, Director, *Ready* Campaign

For many, the New Year is a time for making resolutions and goals for the year to come. Spend more time with the family, lose 10 pounds, exercise more and/or reduce debt are resolutions that appear on many of our lists, but the Federal Emergency Management Agency’s (FEMA) *Ready* Campaign is asking you to *Resolve to be Ready* by making an emergency preparedness resolution.

Americans who make New Year’s resolutions are 11 times more likely to report continued success changing a problem than comparable individuals who have not made a resolution, according to the *Journal of Clinical Psychology*. The *Ready* Campaign would like to make an emergency preparedness resolution easy to keep by providing the tools and resources needed to take the three important steps: get a kit, make a plan and be informed about the different types of emergencies that could occur in your area and their appropriate responses.

Flooding, winter storms, wildfires and earthquakes - no matter what Mother Nature has in store, preparing ahead of time can help to protect against her nastier surprises, speed recovery, and reduce losses - not to mention regrets. By following the *Ready* Campaign’s three steps, preparing for an emergency can be a simple and realistic resolution you can keep all year long. You and your family can update or initiate your own emergency preparedness plan, build your own supply kit and be ready for winter storms, spring nor’easters or summer power outages.

Free preparedness resources, such as a Family Emergency Plan template and an Emergency Supply Kit Checklist are just a click away at www.Ready.gov or www.listo.gov. The *Ready* Web site also has a special section for kids, ages 8-12, (*Ready Kids*) and small- to medium-sized businesses (*Ready Business*).

Emergencies will happen, but taking action now can help us minimize the impact they will have on our lives. Preparedness is contagious. What starts with one family can spread throughout a neighborhood, and every prepared community frees up emergency responders to take care of those who are in dire need. Preparedness is a shared responsibility; everyone is going to have to play a role. So *Don’t Drop the Ball, Resolve to be Ready in 2011*.

PREPAREDNESS TIPS TO INCLUDE IN YOUR NEWSLETTER

For Families:

- Make sure your family has a plan in case of an emergency. Before an emergency happens, sit down together and decide how you will get in contact with each other, where you will go and what you will do in an emergency.
 - Determine a neighborhood meeting place, a regional meeting place and an evacuation location.
 - Identify an out-of-town emergency contact. It may be easier to make a long-distance phone call than to call across town, so an out-of-town contact is important to help communicate among separated family members. Be sure every member of your family knows the out-of-town phone number and has coins or a prepaid phone card to call the emergency contact. You may have trouble getting through, or the telephone system may be down altogether, but be patient.
 - You may also want to inquire about emergency plans at places where your family spends time, such as a place of employment. If no plans exist, consider volunteering to help create one.
- Get an emergency supply kit. Be sure to consider additional items to accommodate family members' unique needs:
 - Prescription medications and glasses
 - Infant formula and diapers
 - Pet food, extra water for your pet, leash and collar
 - Important family documents such as copies of insurance policies, identification and bank account records in a waterproof, portable container
 - Books, games, puzzles or other activities for children
- Talk to your neighbors about how you can work together in the event of an emergency. You will be better prepared to safely reunite your family and loved ones during an emergency if you think ahead and communicate with others in advance.

For Parents:

If you are a parent, or guardian of an elderly individual or person with access and functional need requirements, including children and adults with disabilities, make sure schools and care providers have emergency response plans:

- Ask how they will communicate with families during a crisis.
- Ask if they store adequate food, water and other basic supplies.
- Find out if they are prepared to "shelter-in-place" if need be, and where they plan to go if they must get away.

For Workplaces:

- Take a critical look at your heating, ventilation and air conditioning system to determine if it is secure or if it could feasibly be upgraded to better filter potential contaminants, and be sure you know how to turn it off if you need to.
- Think about what to do if your employees can't go home.
- Make sure you have appropriate supplies on-hand.

For Communities:

- Find out what kinds of disasters, both natural and man-made, are most likely to occur in your area and how you will be notified. Methods of getting your attention vary from community to community. One common method is to broadcast via emergency radio and TV broadcasts. You might hear a special siren, or get a telephone call, or emergency workers may go door-to-door. Contact a nearby Citizen Corps Council for help with emergency planning, or work with your local government and emergency management office to help start a Council in your area. Visit citizencorps.gov to find local Councils in your community.

For additional tips and information, visit www.ready.gov

RESOLVE TO BE READY BACKGROUND INFORMATION/TALKING POINTS

Resolve to Be Ready

- *Resolve to Be Ready* is an endeavor by FEMA's *Ready* Campaign and its partners to encourage Americans to make a New Year's resolution to prepare for emergencies by following three simple steps:
 1. Get an emergency supply kit
 2. Make a family emergency plan
 3. Be informed about the types of emergencies that can occur in your area and their appropriate responses.

Emergency Supply Kit

- The *Ready* Campaign recommends that a basic emergency supply kit include:
 - **One gallon of water per person per day**, for three days – and remember to include water for your pets, too
 - It's important to store *at least* a three-day supply of **non-perishable food**. Select foods that require no refrigeration, preparation or cooking and little or no water and choose foods your family will eat: ready-to-eat canned meats, peanut butter, protein or fruit bars, dry cereal or granola
 - A manual **can opener** and eating **utensils**
 - Battery-powered or hand crank **radio** and a NOAA Weather Radio with tone alert and **extra batteries** for both
 - **Flashlight** and **extra batteries**
 - **First aid kit**
 - **Whistle** to signal for help
 - **Dust mask**, to help filter contaminated air and plastic sheeting and duct tape to shelter-in-place
 - **Moist towelettes, garbage bags and plastic ties** for personal sanitation
 - **Wrench or pliers** to turn off utilities
 - **Local maps**
 - Important family **documents** such as copies of insurance policies, identification and bank account records in a waterproof, portable container
- *Ready* also encourages individuals with disabilities and seniors to think about their access and functional needs and the additional needs of family members with disabilities:
 - **Prescription medications and other daily medical supplies**, including a list of medications, dosage and schedule
 - **Extra pair of contact lenses, glasses** or hearing aid batteries
 - **Infant formula and diapers**
 - **Personal care items to maintain health safety and independence, including hygiene items and tools needed for personal care**
 - **Pet food, extra water** for your pet or service animal, leash and collar
 - Books, games, puzzles or other **activities** for children
- For a complete list of items, visit www.ready.gov or the Spanish-language site www.listo.gov to download a free emergency supply checklist or call 1-800-BE-READY or 1-888-SE-LISTO (TTY 1-800-462-7585).

Family Emergency Plan

- Families may not be together when an emergency happens and you may not have access to cell phones, gas stations, grocery stores or some of the other things that you are used to having every day.
- A family emergency plan allows families to work together to **develop a meeting place, establish an out-of-town contact** and **gather essential information** that would help them to stay connected in the event of an emergency.
- Download a free template at www.ready.gov or www.listo.gov.

MEDIA PITCH TEMPLATE

This pitch is meant to be sent with your Media Advisory or your Press Release and is used in a similar fashion to a cover letter.

Subject: *Resolve to Be Ready in 2011.*

Hello <REPORTER>,

Americans who make New Year's resolutions are 11 times more likely to report continued success changing a problem than comparable individuals who have not made a resolution, according to the *Journal of Clinical Psychology*. As we enter 2011, <ORGANIZATION> is urging <TOWN/COMMUNITY/REGION> to make preparing for an emergency a New Year's resolution that is both important and easy to keep.

It just takes three steps:

1. Get an emergency supply kit.
2. Make a family emergency plan.
3. Be informed about the different types of emergencies that could occur in your area and their appropriate responses.

To help everyone take these steps to get prepared, <ORGANIZATION> is proud to be <HOSTING/SPONSORING/ORGANIZING> <EVENT>. <EVENT DESCRIPTION>.

Additionally, <ORGANIZATION> is encouraging <TOWN/COMMUNITY/REGION> to visit www.ready.gov or the Spanish-language web site www.listo.gov to learn how to prepare their families, homes and businesses for all types of emergencies including natural and man-made disasters.

If you are interested, <SPOKESPERSON, TITLE> is available to speak with you about <EVENT> and provide simple ways that individuals, families, businesses and communities can get *Ready* for any emergency. If you would like to speak with <SPOKESPERSON> or need any additional information, please feel free to contact me at <E-MAIL ADDRESS AND/OR PHONE NUMBER>

Wishing you a happy and safe New Year, and remember, *Don't drop the ball, Resolve to be Ready in 2011.*

Thank you,

NAME
TITLE, ORGANIZATION

MEDIA ADVISORY TEMPLATE FOR *RESOLVE TO BE READY* EVENTS

This media advisory template is designed to be tailored to your event and to be used for alerting the media and inviting the media to your event.

MEDIA ADVISORY

Attention News Directors and Assignment Editors

WRITE A HEADING - (EXAMPLE: <COMPANY> HOLDS NEW YEAR'S BASH WITH PREPAREDNESS THEME AND FAMILY ACTIVITIES) - INCLUDE CATCHY TITLE AND SOME DETAILS

GIVE A BRIEF DESCRIPTION HERE – THREE OR FOUR SENTENCES MAXIMUM. INCLUDE AND EXPLAIN AS BRIEFLY AS POSSIBLE THE FIVE W'S OF WHAT'S HAPPENING: **WHO**, **WHAT**, **WHEN**, **WHERE** AND **WHY**. PLEASE BE SURE TO **BOLD** THE IMPORTANT/FACTUAL ELEMENTS – SO THEY CATCH THE **READER'S EYE**.

******PHOTOS OR INTERVIEW OPPORTUNITIES-IF AVAILABLE******

WHO: INCLUDES THE ORGANIZATION NAME, EXECUTIVE DIRECTORS, MANAGEMENT, QUOTED SOURCES, SPONSORS, SPEAKERS, ETC.

WHAT: THE NAME OF THE EVENT, WHAT THE EVENT IS ABOUT

WHERE: PLACE
ADDRESS

WHEN: FULL DATE AND TIME

WHY: THIS INFORMATION MAY NOT ALWAYS BE RELEVANT, BUT IT WILL BE IMPORTANT IF YOU ARE PUTTING TOGETHER A FUNDRAISING EVENT OR AN AWARENESS CAMPAIGN

URL: URL IF AVAILABLE

CONTACT: YOUR NAME, ORGANIZER
PHONE NUMBER
E-MAIL ADDRESS

RESOLVE TO BE READY PRESS RELEASE TEMPLATE

The *Ready* Campaign will be distributing a national press release to promote *Resolve to be Ready in 2011*. This press release template is designed to be tailored so you can send it to your own local media announcing your efforts.

Press Release

<Month, Day Year>

Contact: <Contact Name>, <Phone>

<ORGANIZATION> Hopes Americans Don't Drop the Ball, and Resolve to Be Ready in 2011

<CITY, STATE> – The New Year is a perfect time to *Resolve to be Ready* and <ORGANIZATION> is proud to be promoting emergency preparedness for 2011. To help spread the message and make its employees and members of the community better prepared, <ORGANIZATION> is <INSERT EVENT INFORMATION HERE>. Sponsored by the Federal Emergency Management Agency's (FEMA) *Ready* Campaign, *Resolve to be Ready* is a nationwide effort designed to increase awareness as well as encourage individuals, families, businesses and communities to take action and prepare for emergencies in the New Year.

Americans who make New Year's resolutions are 11 times more likely to report continued success changing a problem than comparable individuals who have not made a resolution, according to the *Journal of Clinical Psychology*. The *Ready* Campaign would like to make an emergency preparedness resolution easy to keep by providing the tools and resources needed to take the three important steps: 1) Get an emergency supply kit; 2) Make a family emergency plan; and 3) Be informed about the types of emergencies that can happen in your area and their appropriate responses.

<INSERT QUOTE FROM YOUR ORGANIZATION HERE>

<INSERT EVENT DETAILS HERE>

Emergencies can range from inconvenient to devastating, but by making this resolution and following these simple steps in advance, you will minimize the impact on you, your family and your businesses and give yourself greater peace of mind. For more information, visit www.ready.gov. The website includes free information, checklists and guidelines about the two other key components of preparedness – developing a family emergency plan and being informed.

For more information, visit www.ready.gov or the Spanish-language website www.listo.gov or call 1-800-BE-Ready or 1-888-SE-LISTO (TTY 1-800-462-7585). The website includes free information, checklists and guidelines about the two other key components of preparedness – developing a family emergency plan and being informed.



“Rex” the *Ready Kids* Mascot

Brought to you by the Federal Emergency Management Agency and The Advertising Council

Important:

All reservations must be made two weeks in advance. **NO EXCEPTIONS!**

Requests will be taken on a first come, first serve basis.

(Approximately six uses per month available.) A confirmation e-mail will be sent upon receipt of the request to inform you of the availability.

This contract must be filled out with all the correct information.

Rental fee is \$150.00 plus shipping costs.



Date Needed: _____ Date Returning: _____

Organization Name: _____

Organization Contact: _____

Contact Phone: _____ Contact E-mail: _____

Address: _____

City: _____ State: _____ Zip: _____

Credit Card Information - Name: _____

Expiration Date: _____ CVS: _____

IMPORTANT INFORMATION:

I have read and fully understand the following financial and maintenance responsibilities invoiced in the use of this costume:

- ✓ **I agree to pay for any damage that occurs to the costume while it is in my possession.**
- ✓ **I acknowledge the rental agreement stating that I may only keep the costume for three days upon receipt. (i.e. Friday – Monday) or I will be charged for \$50 per day.**
- ✓ **I will arrange and pay for the costume to be returned by the date indicated.**
- ✓ **I agree to pay \$150 + shipping for its three-day use and comply with all instructions including maintenance, repacking and return of the costume.**
- ✓ **If the costume can't be returned by set date, I will contact M&C to reschedule.**

2841 Oakland Avenue, Minneapolis, MN 55407-1301 • (612) 874-8176 • Fax (612) 874-6003
www.mascotsandcostumes.com E-mail Address: contract.service@mascotsandcostumes.com

***READY* Public Service Advertising (PSAs) and Additional Material**

Ready PSAs, produced and distributed by the Ad Council, are available to be shared with your members, employees, stakeholders, etc. Include new *Ready* print ads in your organization or community newsletters and publications, or post or play them in your break room or at local community centers and libraries. You can also provide copies to your local newspapers, television and radio stations and encourage them to air the PSAs. Note that there are also localizable versions available to state and local governments.

To download or order copies of the TV, radio, print, Internet or outdoor PSAs, visit the Ad Council's web site www.adcouncil.tv and select "Emergency Preparedness." All available materials are provided free of charge. Please check the PSA Central Web site for the various lengths and sizes available for the PSAs.



Several suites of PSAs are available that promote the Campaign's messages. The "World Upside Down" advertisements utilize the metaphor that a disaster can turn your world and your family's life "upside down," to encourage Americans to prepare. The "Consequences" advertisements promote the idea that preparing today will help reduce the consequences of a disaster tomorrow. These PSAs are each available in television, radio, outdoor, and Web PSAs formats.

Comprehensive instructional videos are available for download at ready.gov, as well at listo.gov with Spanish close captioning. The videos offer general information on emergency preparedness, information for pet owners, individuals with disabilities and other access and functional needs, and older Americans.

Ready brochures and pamphlets are also available free of charge in limited supply. There are materials for *Ready America*, *Ready Business*, *Ready Kids*, and also brochures for pet owners, older Americans and Americans with Access and Functional Needs, including people with disabilities. To order *Ready* materials, please see the order form on page 16.

In the event that you need a quantity of materials that exceeds what can be ordered for free, *Ready* provides a couple of options. All the brochures can be downloaded from the *Ready* web site at www.Ready.gov/america/publications/allpubs.html. Additionally, if you would like to have the brochures professionally printed at your own expense, *Ready* can send you the source files.

Having brochures professionally printed at your own expense will allow you the option to localize the brochures by placing your local emergency contact information on the back cover.

*** **Important Note:** Please allow **4 to 6 weeks** for the shipping of these materials. To receive materials more quickly, you can select express mail at your own expense, and will need to provide your UPS or FedEx number on the order form. ***

**Ready Materials Order Form**

Voice: 1 (800) 480-2520 Fax: (240) 699-0525

To place an order

- **email:** fema-publications-warehouse@fema.gov
- **call:** 1 (800) 480-2520, 8:00 am to 5:00 pm, Eastern Standard Time (EST), Monday – Friday, or fax to (240) 699-0525
- **mail:** FEMA Distribution Center, 4440 Buckeystown Pike, Frederick, MD 21704

Please allow 4 to 6 weeks for free shipping.

Quantity	Inventory #	Publication Title	Limit	Type
	9-0618	Preparing Makes Sense - Get Ready Now (English)	500	Tri-Fold
	9-0974	Preparing Makes Sense - Get Ready Now Booklet (English)	500	Booklet
	9-0659	Ready Emergency Supply List	500	Tri-Fold
	9-0637	Preparing Makes Sense - Get Ready Now (Spanish)	500	Quad-Fold
	9-0698	Preparing Makes Sense - Get Ready Now Booklet (Spanish)	500	Booklet
	9-0655	Ready Kids Activity Booklet	200	Booklet
	9-0656	Preparing Your Pets for Emergencies Makes Sense	500	Tri-Fold
	9-0657	Preparing Makes Sense for Older Americans	500	Quad-Fold
	9-0658	Preparing Makes Sense for People with Disabilities and Special Needs	500	Quad-Fold
	9-0638	Every Business Should Have a Plan - Quad-Fold	5000	Quad-Fold
	9-0635	Every Business Should Have a Plan - Booklet	250	Booklet
	9-0636	Every Business Should Have a Plan - Poster	50	Poster

Name: _____

Company: _____

Street Address: _____

City, State, ZIP: _____

Telephone: () Fax: ()

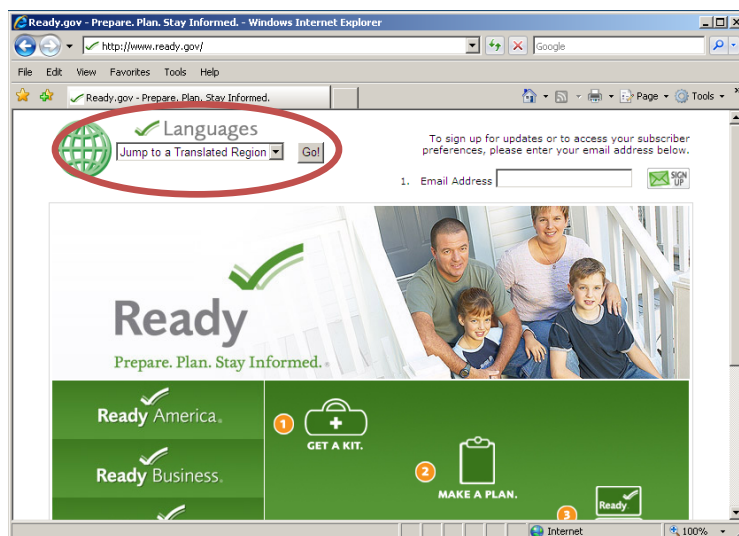
Limited English Proficiency and Additional Communications Needs

Populations who have difficulty speaking, reading, writing or comprehending the English language are referred to as Limited English Proficiency (LEP) populations. Additional Communications Needs (ACN) communities are, defined as , individuals with sensory disabilities including people who are deaf or hard of hearing, people who are blind or have low vision and people with speech disabilities.. In order to better integrate the preparedness needs of entire communities, *Ready* has created customized preparedness materials to include people with communication needs in all aspects of preparedness.

Non-English resources are available on Ready.gov in the 'Translations Portal.' To access these materials select a desired language from the drop down menu at the top of the homepage or click on the globe for a complete list of languages. Translated regions offer information on *Ready*'s three key steps, information for kids, and seven translated publications, including emergency kit and family communication plan materials.

Languages include:

- Arabic
- Chinese
- French
- Haitian-Creole
- Hindi
- Japanese
- Korean
- Russian



- Spanish
- Tagalog
- Urdu
- Vietnamese

Publications Available:

- [Emergency Supply List](#)
- [Family Emergency Plan](#)
- ["Information for Pet Owners" Brochure](#)
- ["Preparing Makes Sense for People with Disabilities & Other Special Needs" Brochure](#)
- ["Preparing Makes Sense for Older Americans" Brochure](#)
- ["Preparing Makes Sense, Get Ready Now" Brochure](#)
- ["Every Business Should Have A Plan." Brochure](#)



Ready also offers the brochure “Preparing Makes Sense for People with Disabilities and Special Needs” in Braille format for people who are blind. . All non-English brochures can be downloaded from Ready.gov in their respective region. Additionally, if you would like to have the brochures professionally printed at your own expense, *Ready* can send you the source files. For additional information on LEP and ACN preparedness materials, please email ready@dhs.gov.

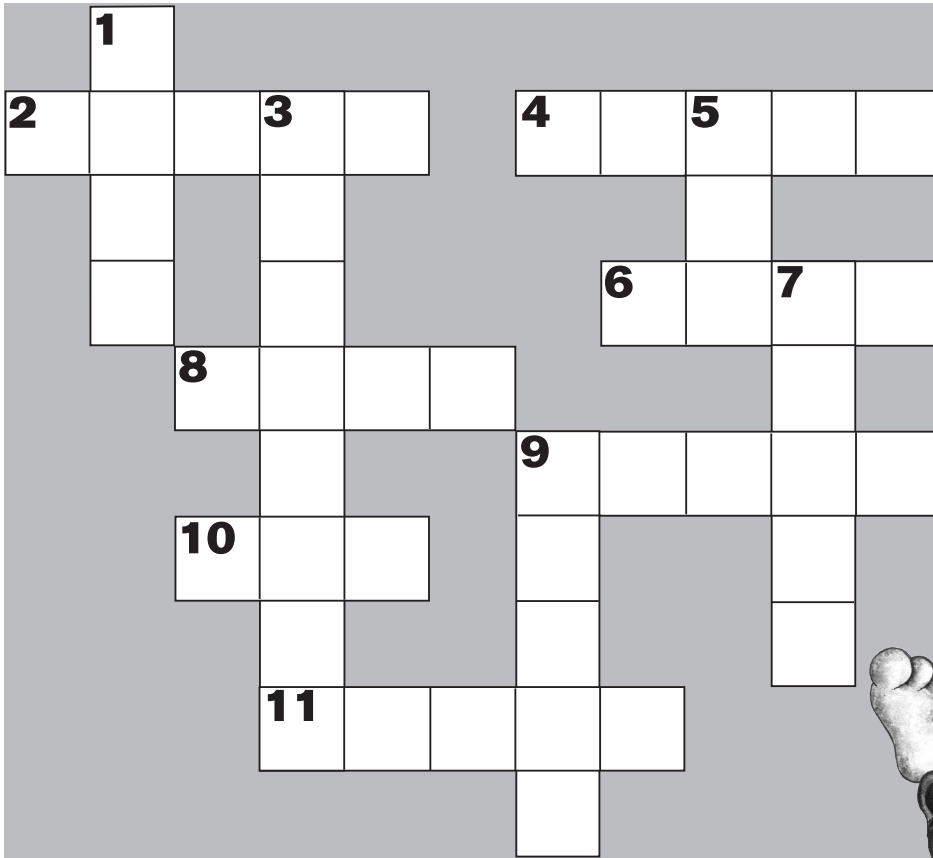
EMERGENCY PREPAREDNESS QUIZ – HOW *READY* ARE YOU?

Include this Emergency Preparedness Quiz in your newsletter, on your website or on your blog. Give the quiz to your members, employees or customers at local events, and then offer suggestions for readiness activities and direct them to ready.gov for additional information.

Here are some actions you should be taking and things you need to know in order to be *Ready*.

- Do you have an Emergency Supply Kit in your home/office/car? The best way to prepare is to set aside supplies solely for emergencies or disasters. (Visit ready.gov for an Emergency Supply Kit checklist.)
- What emergencies could occur in your area? How could you prepare for those emergencies specifically? (Visit your local Office of Emergency Management for help with this answer.)
- Does your family have a plan? What if you are separated at the time of the disaster?
- Are you prepared to help your neighbor? In most emergencies, the best way to get help more quickly is by working with your close neighbors. Do you know of anyone who might need a little extra help?
- What are your local evacuation routes? How would you get out of town from work? How would you get out of town from home? (Visit your local Office of Emergency Management for help with this answer.)
- Does your city/county have a Citizen Corps Council? (If you don't know, visit www.citizencorps.gov)
- Does your city/county have an emergency alert system? If so, are you signed up to get alerts? (Visit your local Office of Emergency Management for help with this answer.)
- Do you know the local radio station you would tune into to get emergency information? (Visit your local Office of Emergency Management for help with this answer.)
- Are you a person with access and functional needs who has prepared? Do you have ideas for how others with access and functional needs might also prepare? (share these ideas with your local independent living center www.ncil.org)

EMERGENCY PREPAREDNESS CROSSWORD PUZZLE



ACROSS

2. _____ light: A handy tool to have if the lights go out!
4. Every person needs one gallon of this per day!
6. This comfortable piece of furniture should not be part of a family's supply kit.
8. Furry family members that should be part of your preparedness plan.
9. Some people have a _____ between meals if they are hungry.
10. You might find water, a flashlight, or a whistle in an emergency supply _____.
11. Fun items that families can play together.

DOWN

1. Families can create a communication _____ so that they know where to meet and whom to call during an emergency.
3. _____ bag: Great for napping or keeping warm.
5. Every family member should carry a contact list with at least _____ different phone numbers that will allow you to keep in touch during an emergency.
7. It's important to get the _____ about different kinds of emergencies, so that you know what to expect.
9. Keep an extra pair of these in your supply kit to keep your feet dry!

EMERGENCY PREPAREDNESS WORD SEARCH

L E A F B E H S C Y L C D Q O
C A R D A O C U Q F T I P I Q
T S E J Q M G P I R N K D N F
U F N P X F I P Q P L A H K J
A B O W Z J W L E N R D Z U B
M G H R W W G Y Y J E A B A C
A V P O G A U K B P O T C N W
F K L A H W H I H N L K S J L
Y I P U Z E M T K U P A E I N
M E E T I N G P L A C E N N L
B M J Y D O S L C Y T E F A S
G U J C A L M K M L O L K J C
E N O D L S W K E H F N L T L
H C H P V Q E J M I Q S L J S
A F Q S Z Q K N L V M O T X N

WORDS TO FIND:

- ☐ BACKPACK
- ☐ CALM
- ☐ FAMILY PLAN
- ☐ LISTEN
- ☐ MEETING PLACE
- ☐ PHONE
- ☐ RADIO
- ☐ SAFETY
- ☐ SUPPLY KIT

PREPAREDNESS ALL YEAR LONG

New Year's is a great time to promote emergency preparedness and get your family's and business' plan together, but emergencies can happen at any time, so it is important to be prepared and involved throughout the year. We've included several other times of the year you can raise awareness around emergency preparedness. A larger list of weekly and monthly themes can be found at: www.citizencorps.gov/news/themes.shtm.

Event: National Blood Donor Month

Date(s): January

Description: Blood is traditionally in short supply during the winter months due to the holidays, travel schedules, inclement weather and illness. January, in particular, is a difficult month for blood centers to collect blood donations. The American Association of Blood Banks, in conjunction with America's Blood Centers and the American Red Cross, celebrates National Blood Donor Month (NBDM) to encourage donors to give or pledge to give blood. www.aabb.org

Event: *Go Direct* Month

Date(s): February

Description: The U.S. Department of the Treasury and the Federal Reserve Banks sponsor *Go Direct*®, a campaign to motivate people who receive federal benefit checks to sign up for direct deposit. For those who depend on the mail for their Social Security benefits, a difficult situation can become worse if they are evacuated or lose their mail service. Tens of thousands of emergency payments had to be issued in the weeks following Hurricanes Katrina and Rita. Switching to electronic payment is one simple, significant way people can protect themselves before disaster strikes. It also eliminates the risk of stolen checks. More information, including a preparedness toolkit, talking points, & web banners, are available at www.godirect.org/partners/Disaster_Preparedness.cfm.

Event: American Red Cross Month

Date(s): March

Description: March is American Red Cross Month, a month long celebration of Red Cross accomplishments and a look forward to future goals. The month-long commemoration was created in the 1940s when the Red Cross started a "Roll Call" drive to increase public support during wartime. After discussions with President Franklin Roosevelt, the honorary chairman of the Red Cross, an official call for support was issued, and he declared the whole month of March Red Cross Month. Each President since has issued a proclamation for the month. Visit <http://www.redcross.org/>

Event: Flood Safety Awareness Week

Date(s): March 14-18, 2011 (usually 3rd week of March)

Description: Flooding is a coast-to-coast threat to the United States and its territories in all months of the year. National Flood Safety Awareness Week is intended to highlight some of the many ways floods can occur, the hazards associated with floods, and what you can do to save life and property. For more information: www.floodsafety.noaa.gov.

Event: National Hurricane Preparedness Week

Date(s): May 22-28, 2011 (usually last week in May)

Description: Hurricane hazards come in many forms: [storm surge](#), [high winds](#), [tornadoes](#) and [flooding](#). This means it is important for your family to [have a plan](#) that includes all of these hazards. Look carefully at the safety actions associated with each type of hurricane hazard and prepare your family disaster plan accordingly. But, remember this is only a guide. The first and most important thing anyone should do when facing a hurricane threat is to use common sense. By knowing your vulnerability and what actions you should take, you can reduce the effects of a hurricane disaster. For more information: www.hurricanes.gov/prepare.

Event: National Lightning Safety Awareness Week

Date(s): June 14-18, 2011

Description: Summer is the peak season for one of the nation's deadliest weather phenomena - lightning. But don't be fooled, lightning strikes year-round. The goal of Lightning Safety Awareness week is to safeguard U.S. residents from lightning and teach them what they can do when lightning strikes. For more information, visit www.lightningsafety.noaa.gov.

Event: National Safety Month

Date(s): June

Description: Founded in 1913 and chartered by the U.S. Congress in 1953, the National Safety Council is the nation's only organization committed to promoting safety in all aspects of American Life. National Safety Month addresses the nation's safety issues in the home and community, on our roads and highways and in our workplaces. For more information, visit www.nsc.org.

Event: National Preparedness Month

Date(s): September

Description: FEMA's *Ready* Campaign sponsors National Preparedness Month (NPM) annually. This year's campaign encouraged Americans to work together to take concrete actions toward emergency preparedness. In 2010, the *Ready* Campaign was joined by nearly 5,000 NPM Coalition Members to educate individuals, families and communities on the importance of emergency preparedness. For more information, visit www.ready.gov/america/npm10/index.html.

Event: National Cyber Security Awareness Month

Date(s): October

Description: The U.S. Department of Homeland Security's (DHS) National Cyber Security Division sponsors National Cyber Security Awareness Month in October, designed to educate the public on the shared responsibility of protecting cyberspace. DHS employs numerous strategies to increase the security, resiliency, and reliability of the nation's information technology (IT) and communications infrastructure. For more information, visit www.dhs.gov/xprevprot/programs/gc_1158611596104.shtm.

Event: National Fire Prevention Week

Date(s): October 9-15, 2011 (annually the week that includes Oct. 9)

Description: The National Fire Protection Association (NFPA) sponsors this week annually. Contact your local newspaper, radio, and television outlets to let reporters know that this week is National Fire Prevention Week. Provide local statistics and information about the damage fires have done and can do, as well as information on preventing fires. For more information visit www.nfpa.org.

Event: National Animal Safety and Protection Month

Date(s): October

Description: Observance to promote the appropriate ways to protect and care for domestic and wild animals and help people strengthen their ability to stay safe around animals. For more information: www.PALS.R8.org.

Event: Winter Storm Awareness

Date(s): December

Description: Inclement weather is a danger to many regions in the U.S. during winter months. In December, reach out to citizens to provide information for local storm preparation. Consider asking area retailers to post "watch your step" signs near potentially slippery entrances and exits. Also have them mark shelves with emergency preparedness stickers highlighting what people need to buy for emergencies. Recruit volunteers to help shovel snow for elderly residents and check up on them to make sure they have adequate supplies.